



# FASHION INTERNATIONAL

NEWS AND VIEWS OF THE INTERNATIONAL FASHION WORLD

185 East 85th Street, New York, N.Y. 10028 - (212) 289-0420

Vol. IV, No. 1, October 1975

## MENSWEAR DESIGNERS REVIVE GENTRY LOOK

Leading menswear designers restore a gentry look in styling, fabrics & colors this Fall.

SPORTCOATS: Norfolk jackets return (Dimitri/Michaels-Stern) ... gentry Blazer with three large rounded open patch pockets, in pure camel hair (M. Wile & Co.).

VESTS: matching, or contrasting, as a white vest on blue/white herringbone double breasted (Pierre Cardin for Men).

NOVELTIES: Suede sweatshirt (Bert Paley/After Six Inc.) ... "Chinesey" quilted poplin bicycle pants (Nik-Nik) ... "plus-two" flannel knickers, new 4-patch-pocket "topper" (Hardy Amies/Esquire Sportswear) ... rain-repellent jumpsuits (Bill Kaiserman/Rafael) ... belted white canvas raincoat with huge patch pockets, glove leather raincoat, camel pea coat (Dimitri/Michaels-Stern) ... linear patterned twin sweaters (Pierre Cardin for Men).

SHIRTS: Smock-back butcher shirt, boxy shirt with banded collar (St. Laurent) ... opera shirts in wallpaper-inspired stripes (Cardin) ... rolled-collar sportshirts without top button, for layering (Hardy Amies/Enro) ... new whimsical prints such as film strips, graffiti, French towing cars, monorail, abstracts, surrealist and more (Gian Franco Ruffini/Nik Nik).

FABRICS: Flannel, newest in rust -- herringbone and Donegal tweeds -- gabardine ... REVIVALS: All-wool serge (M. Wile & Co.) -- sharkskin (Nino Cerruti/Society Brand).

COLORS: Winter white (Society Brand) -- oyster ... GRAY, from pearl to charcoal, handsome when accessorized with dark red ... camel ... chocolate and browns of all hues, cold browns accessorized with cold blues ... RUST -- bright-rust (Rafael).

## FEATHERWEIGHT SWIMSUITS NOW STRETCH-TO-FIT

Ingenious "unconstructions" give second-skin fit and free motion to 1976 swimsuits from swimwear and slimwear (intimate apparel) markets. Designs stress adjustable features that allow suits, and their all-important cover-up accessories, to be worn several different ways. These encourage the customer to parlay a swimsuit purchase into a total Resort wardrobe to fill a weekend suitcase.

STYLING: THE NEWS is the soft-bra constructions that give real support -- double-seaming that allows the shoestring straps to be dropped (Jantzen) -- even moulded fiberfill cups are softer, more natural -- shirred bra with underwire for firm fit, adapted from slimwear -- in multi-floral or glorious solid color X-back maillot and 2-piece (Sandcastle) ... KNOTTED or TWIST-DRAPED FRONTS -- midriff suit (Gottex) -- even REAL KNOTS to achieve fit plus adjustability (Sant'Angelo/Sinclair) ... THE ONE-PIECE SUIT IS GAINING over bikinis, even in the junior market -- the sheath is virtually out -- skirted tunics and boy-leg suits continue.

THE BIG 3: (1) UNCONSTRUCTED MAILLOTS expected to get at least 30% of the business -- many newly cut extra high on the sides for a long, leggy look -- added usage as exercise suits (Bali) ... Necklines: Halters everywhere -- Empire -- Deep Plunge (JerSea, Roxanne) -- Surplice (Sant'Angelo/Sinclair) -- Square, on beachwear also -- Narrow shoestring straps, often convertible to Strapless (Scott Barrie/Gabar) ... very  
(continued on page 2)

## FEATURED IN THIS ISSUE

Swimwear.....Pg. 1 & 2  
Menswear Designs for Fall.....Pg. 1  
Paris Couture Ready-to-Wear...Pg. 2  
Boutiques:Paris,London,Munich Pg. 3  
Chicago Apparel Center.....Pg. 4



low backs, many with X, Y and other interesting strap arrangements ... AND JUST OFF DESIGNING BOARD: single (back) seam Second Skin 84-nylon/16-Lycra jersey two-way stretch maillot with moulded bra & derriere (Rudi Gernreich/Herman Heinzelman, West Germany) ... (2) TANKS: "Speedo" swimmer's suit takes on engaging looks -- denim-look cotton/nylon/spandex with fagotting down the back, whole palette of colors (Cole) -- people prints (Going Places) -- Gatsby (John Anthony).

(3) BIKINIS: Leading bra has Drawstring Convertibility (Jantzen Intimate Swims) -- Halters, some are square-necked (Cole) -- Handkerchief (Scott Barrie/Gabar) -- the basic Triangle ... Trunks: True bikinis, modified bikinis, and high-lows with adjustable drawstrings win out over the "string" -- big ring buckle closures and piquant toggles ... SEPARATES: Taking a cue from the slimwear market, offering mixed sizing -- in stripes (Cole) -- buckle-front shirred bra and side adjust bikini in solids and color-coordinated stripes to mix/match (Label 4 Jrs.).

MASTECTOMY SUITS now also geared for the younger mastectomy customer and for non-radical surgery -- even TWO-PIECE with adjustable necklines ... ONE-PIECE: Maillots, continental leg cuts; swimdress to wear over own bra (Catalina) ... DUAL PURPOSE: For sun protection too, cap-sleeved leotards, with variable back coverage, in ombre stripes or solids; tucked self-sashed "tennis dress" (Sandcastle).

COVER-UPS WITH WARDROBE POTENTIAL: JUMP-SUITS are newest entry, dapper in white poly/cotton terry with short sleeves, zip front, bodice pocket, belt, or short and sleeveless, in suit-matching stripes (Elon) ... KNIT TERRY, soft & cuddly, stretch or not, stars "for beach and beyond" long dresses, robes and separates -- in solid colors and primary color stripes -- in acrylic, square neck long dress with cotton lace inserts, long schoolgirl middy dress over matching bikini (Elisabeth Stewart) ... LONG SKIRTS, wrapped -- with shirts, bra, halters, midriffs -- which may add pop-on big tops & pull-on pajama pants -- Some skirts double as dresses ... LONG DRESSES with triangular shawls to cover shoulders, double as pool-side sarongs ... SHAWLS with swimsuits ... GAUZE CAFTANS.

FABRICS: THE SECRET IS IN THE STRETCH! Lycra spandex combined with nylon or Antron nylon is the key fabric -- satin-finish newest -- "dull Lycra" seen in junior market -- 20-denier see-through sheer, in dark colors and camouflage prints, looks and feels like silk; also new, a silky, feather thin Lycra/Dacron (Seascape Div. of Cole) ... texture-knit bark cloth (Huit 8, Monika Tilley/Elon) ... knit denim and leno, for firm control ... Nyesta jerseys & basic tricots.

PRINTS lead off with DIAGONAL STRIPES in bold, clear crayon colors -- dark regimentals -- RUGBYS and RAINBOWS, horizontal and sunburst are cut and sewn (Going Places) -- mitred wavy and ombred florals that REVERSE to solids, piped and appliqued (DeWeese) ... flame stitch and striated ... ABSTRACTS: small geometrics -- harlequin -- graphics -- overlapping "fans" on tone-on-tone "mosaics" -- Mondrianesque boomerangs ... ENGINEERED PRINTS: Orientals (Gottex) -- scarf borders, airbrush (Harbour Casuals) -- single long-stem floral (Sant' Angelo) -- feathered (Maidenform) ... LIBERTIES: A European trend on cream grounds (Roxanne, Huit 8).

COLORS: The newest are strongly purpled (cerise to eggplant) ... browns (mocha, rust, bronze, chocolate) ... cool sherbet, peach, salmon ... lacquer (orange, yellow, green) ... teal blue ... black ... white.

-----  
PARIS COUTURE RTW AT PALAIS DES CONGRES

For the first time, members of the Chambre Syndicale du Pret-a-Porter des Couturiers (except for Sonia Rykiel) will present their Spring collections at the Palais des Congres. Located on Place de la Porte Maillot, and easily accessible by Metro, this giant multi-purpose complex combines the modern trend to enclosed multiple shopping areas and proper utilization of space. The showings (by invitation) have been scheduled as follows: Mon., Oct. 20: Chloe, Jean Patou, Feraud, Dior, Emmanuelle Khanh, Michel Goma, Jap; Tues., Oct. 21: Esterel, St. Laurent, Venet, Scherrer, Balmain, Courreges, Hermes, Carven; Wed., Oct. 22: Laroche, Ungaro, Lanvin, Lapidus, Dorothee Bis, Givenchy, Ricci. Contact: Chambre Syndicale, 100 Faubourg St. Honore, Paris, 75008; (tel: 266-64-44).



FI BOUTIQUE BEAT -- PARIS, LONDON, MUNICH

PARIS ...

Belidor Boutique, 9 Rue Belidor. Light-weight giant size handbags and soft leather pouches.

Coquille, 73 Rue Mouffetard. Peasant dresses & separates in offbeat colors.

Jeanne Do, 102 Rue d'Assas. Wholesale collection of 160,000 buttons in cloudy pastels that look like frosted glass. Massed into necklaces, bracelets, rings. Also, original ivory pins and earrings in painted pine wood.

4 Saisons, 4 & 6 Rue du Jour. Natural materials and colors in clogs, smocks, pillows, bedspreads.

Compagnie des Mer du Sud, 3 Rue des Precheurs. Straw, beads, pottery, hand-woven fashions, objets d'art from Morocco.

Marie Helen Issaley, 6 Rue des Precheurs. Handwoven fabrics made of coarse wool yarns. Skirts, jackets, accessories made from the fabrics.

Patchanga Bijoux, 11 Rue Jacob. Unique jewelry in coral, jade, tortoise, ivory.

Bob Shop, 14 Rue du Four. Sweaters, shirts, pants -- avant garde. Infants' shop is around the corner.

La Femme Au Miroir, 43 Rue de Rennes. Fashions from Bill Gibb, Walter Albini, Chloe, others.

LONDON ...

Diane Logan, 40 Chiltern St. Variety of women's hats, designed by Diane Logan. Also, special group of 20th century hats.

Christopher McDonnell, 45 South Moulton St. Shirts, pants, sweaters, classic skirts -- mostly his own label.

Chanelle, 23 Brompton Road. Knits from Danielle et Clair, Fabrizio of Florence, Cache d'Or; print blouses from St. Clair.

Formula, 59 Beauchamp Place. French skirts, shirts, pants, jackets, dresses.

MUNICH ...

The most fashionable shopping street in Munich is the Maximilianstrasse, which runs from the Parliament to the Opera. The local Courreges and Jap boutiques are located here, plus the following:

Carnaval de Venise, #14. Exclusive menswear. Made-to-order shirts, suits, suede jackets. Burberry raincoats; Mario Valentino shoes.

Gold Pfeil, #16. One of a German chain. Handsome handbags, luggage, leather items.

Kastl, #12. Top Italian and French fashions. Knits from Missoni, Krizia; elegant suits, dresses. Some exclusive designs.

Roth An Der Oper, #8. Leading Italian shoe fashions for men and women.

-----

Boutique Viky, Siegestrasse #11. Handmade knitted and crocheted fashions in unusual styles and colors; made-to-order stoles in wool, mohair and silk. Own workshop jewelry, belts, assorted accessories.

Drugstore, on the Wedekindplatz. Trendy French knits and sportswear. Some boots and bags; off-beat jewelry; records and books. Discotheque and snack bar.

Boutique Mistral, Feilitzschstrasse #21. French designers, including Dorothee Bis and Jap. Young look; reasonable prices.

St. Germain, Feilitzschstrasse #15. Again, casual imported fashions for the young crowd. Lots of shirts, sweaters, slacks.

Lui, Feilitzschstrasse #2. The latest menswear from Italy. Sports jackets, shirts, pants; a full array of accessories.

Bistrot Tricot, Feilitzschstrasse #11. As the name implies, only knits at this address. Leading Italian and French designers. Also, some made-to-order.

Citta 2000, Leopoldstrasse #28-A, on third floor -- Claire's Top Shop, sportswear; St. Germain, sweaters & shirts; Carnaby Boutique, classic British fashions; Gold Boutique, jewelry; Fontaine de Jade.

Nikos, Hohenzollernstrasse #17. Fine imports.



## CHICAGO APPAREL CENTER TO OPEN MID-1976

The Apparel Center at Wolf Point, adjacent to The Merchandise Mart, both owned by the Joseph P. Kennedy family, held its "topping out" ceremony on September 22. The opening of the 1.7-million-square-foot facility is scheduled for the middle of 1976. It will house more than 3,500 lines of women's and children's apparel in all price ranges to become the largest concentration of children's wear in the country. It will serve as a major fashion resource for 31,000 Midwest apparel buyers, who will be able to shop hundreds of manufacturers, never before available to them in their area.

Slated to host a minimum of five major fashion markets each year, the Center is expect to generate 3-billion dollars in annual sales. Including the huge Expo-center/Chicago exhibition hall, a 527-room luxury hotel and a full-scale model retail store, the Merchandise Mart-inclusive 6-million-square-foot complex will be the largest wholesale buying center in the world. Contact: 830 Merchandise Mart, Chicago 60654 (tel: 312-527-4141).

- - - - -

## WALTER ALBINI MOVES INTO HIGH FASHION

Along with his many RTW commitments, Walter Albini has now added high fashion to his repertoire. His designs will be distributed in Italy and abroad by Dogle Fare of Milan. Albini conceives of "high fashion as the 'pilot' around which everything else revolves and from which stylists, designers and ready-to-wear must take their inspiration ... My favorite colors for Winter are rose and grey; my theme, La Vie En Rose."

Some of the details: very delicate 7/8 tunics in supple wool crepe, cashmere or silk -- a mere slice of underskirt showing. Side-buttoned "dusters" and casually tied pinafores sliding over the body. Flowing batwing-sleeved "turquerie" evening dresses -- fragile silk tie prints with marked pattern at borders -- languid silk pajamas.

## SHAWLS THE BIG WRAP-UP IN PARIS AND NEW YORK

ACCESSORIES ... IN PARIS FALL COUTURE ... SHAWLS and PONCHOS, some huge and fringed, and PONCHO-SHAWLS, wrap around the body by day, sari-like by night ... SCARFS drape around the neck, some matching, or around the head in handsome, medieval nun-like coverup ... HATS: CROTCHETED HELMET TURBANS, KNITTED SKULLCAPS, stiffened berets ... CHOKERS, some antique-pendant CHAINS ... DRAWSTRING and ROPE BELTS ... QUILTED, chain-handled CHANEL bag now enlarged and elongated ... DARK, costume-color-cued HOSIERY ... SHOES: High-heeled pumps and instep straps ... stitched, caramel leather dressy sport shoes ... high, crushed boots ... HAIR: Sleek, flat-top with flipped-up sides, Buster Browns.

... and in NEW YORK RESORT COLLECTIONS ... BIG, KNOTTED KERCHIEF-SHAWLS, practical in everything from satin, chiffon and matte jersey to linen, and alpaca/wool ... PONCHOS ... MINIBAGS, belted to the waist or swinging from the shoulder, first shown by Kenzo and Sonia Rykiel in Paris -- in matching fabric (Oscar de la Renta) -- quilted (Albert Capraro/Jerry Guttenberg) -- in Ultrasuede (Vera Maxwell) -- in F-signature fabric (Fendi).

- - - - -

## BLOOMINGDALE'S NEW BRANCH IS FULL OF "FIRSTS"

The suburbanite is no longer a second class customer, not if Bloomingdale's has its way. Its just-opened new 260,000-square-foot glassed-in monolith on White Plains' Bloomingdale Road (it has two smaller stores already in Westchester County) is their first branch to bring ALL its featured lines to the suburbs. Among its many branch firsts: It has its own fashion coordinator (Marialena Hasbrook) -- carries all major designer lines -- has duplicates of successful downtown feature departments such as Cul de Sac, a complete fur department, the Forty Carats health bar (called Quarante Carottes) -- its first accessories boutique situated on the main apparel floor -- and many others.

---

## FASHION INTERNATIONAL • NEWS AND VIEWS OF THE INTERNATIONAL FASHION FIELD

Publisher: Ruth Finley, FASHION CALENDAR  
Contributing Editors: Lee Slaughter, New York  
Eleonora Mutarelli, Rome

Six months subscription \$25                      One year subscription \$39  
Published monthly by FI Publications Inc., 185 East 85 Street, N.Y., N.Y. 10028 - (212) 289-0420